

# A Study on Green Marketing Practices of Retailers in Coimbatore

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**Abstract:** In recent years, concern about the environment has been highlighted in many areas of life. Our limited resources are damaged, the future of human life disturbs this planet, thus leaders and thinkers have to create a solution. Green marketing can be considered to be contributing towards enhancing the environmental performance of industry. Due to the challenges of global warming, nations and people have high concerns for environment protection at the time demand by consumer groups for environmentally friendly products has also increased which led to the emergence of a 'new marketing philosophy', known as 'green marketing'. An important element of the evolution of the Indian automobile industry as it responds to challenges of environmental regulations, increasing customer expectations and economic pressures. This research paper is an attempt to understand the green marketing practices of retailers in COIMBATORE. It contains the details of retailers awareness about green marketing practices.

## 1. Introduction

Retail sector is also realizing the important of following eco-friendly practices. Taking care of the natural environment is on the mind of everyone. Initially 'going green' was about offering eco-friendly and organic products in stores. But now the focus is on building given practices in store operations and also along the supply chain. There is also increased awareness among retailers about carbon footprints at the manufacture and operations levels. So the retailers are looking to create a positive impression on the consumers mind about their products.

### Green Marketing

Green Marketing Refers to holistic marketing concept where the production, marketing, consumption and disposal of products and services happen in a manner that it is less detrimental to the environment. According to American Marketing Association, green marketing is "the marketing of products that are presumed to be environmentally safe for the consumers". Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing consists of marketing efforts to produce, promote, and reclaim environmentally sensitive products.

### Statement of the problem:

Green marketing has gained information in the context of global warming and climate change this in turn has forced the retailers to incorporate the principle of green marketing. As research are limited and human wants are unlimited resources have to be unlisted economically and in an environment friendly way. All the stakeholders are responsible to save the environment. Retailers are one of the important persons in marketing a product. And Coimbatore is also populated by more number of industries, middleman and by the consumer. Retailer is a correct link between manufactures/Wholesalers and the consumers. If a retailer follows green practices properly in business activities then his practice give positive reflection to other stakeholders like manufactures and consumers. The role of retailers in greenism is important and should be studied. Therefore this study analyses the green marketing practices of retailers.

### Objective of the study

- To know the awareness of green marketing practices of retailers in Coimbatore.

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- To provide proper suggestions to enhance the practices of green marketing in the study area on the basis of findings.

## **2. Methodology**

Methodology is an essential aspect of any research or investigation. It enables the investigator to look at the problem in a systematic meaningful and orderly way. The study is based on both primary and secondary data.

Primary data:

The primary data are those which are collected for the first time, and thus happen to be original in character. The researcher has collected the primary data from their respondents through questionnaire.

Secondary data:

Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. The researcher has collected data from books, journals, magazines etc.

Research Instruments:

Interview schedules are the main instruments used in this study. The questions were based on the objectives of the study and were finalized after making preliminary discussion with the concerned people. The study is mainly concerned with the green marketing practices of retailers in COIMBATORE it was necessary to make an elaborated schedules to cover all important aspects of green marketing practices.

## **3. Sampling Design**

Since the population is indefinite convenient sampling technique was adopted by the researcher for collecting data from the respondents. The size of the sample is decided as convenient sampling method. Information is collected from 50 respondents.

Findings:

- Majority (58.75 per cent) of the respondents' retail shops are located in Urban Area.
- Majority (78.75 per cent) of the respondents are male.
- Most (43.75 per cent) of the respondents' age is less than 30 Years.
- Most (48.75 per cent) of the respondents have completed under Graduate degree.
- Most (32.50 per cent) of the respondents' income is below Rs.10,000.
- Majority (70 per cent) of the respondents' business volume is Rs.5,00,000.
- Most (13.75 per cent) of the respondents are have Mobile Phone Shops and Textile Shops.
- Majority (76.75 per cent) of the respondents have awareness on green marketing practices.
- Most (30 per cent) of the respondents are aware about green products through Advertisements.
- Majority (69.70 per cent) of the respondents sell green products to save nature.
- Majority (78.57per cent) of the respondents feel that the price of the green product is high.
- Most (42.14 per cent) of the respondents reason for purchasing non-green products is because of its low price.
- Majority (77.5 per cent) of the respondents are willing to sacrifice their profit for saving environment.
- Majority (78.75 per cent) of the respondents follow promotional campaign for green products sales.
- Majority (76.25 per cent) of the respondents are using green packaging for their product delivery purpose.

Suggestions:

- Researcher suggests all the retailers should purchase green brand for environment conservation.
- All shops should use recyclable bags.
- The government should conduct awareness program for manufactures and stakeholders about green products and its uses.
- Researcher suggests reducing the price of green products.

#### **4. Conclusion**

Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. In this modern world the awareness must be created among the general public about greenism. The retailers are the important part in the delivery system. Therefore this study analysis the green marketing practices of retailers in the study area. The study enlightens that the retailers are knowledgeable in green marketing and they ready to take active part in the process of green marketing practices.